



## CI Technology Pan European Database

**Contacts:** 940,394

**Sites:** 226,959

### Source

The data is collected via telephone research where specially trained local language researchers speak directly to companies who are the largest users of IT, at a site level across Europe.

Details of IT usage and key contacts, including multiple IT contacts are collected and updated during subsequent interviews. Demographic information is also collected and each site is updated on a continuous basis.

### Profile

A highly selectable database of in-depth IT information, IT contacts as well as other senior contacts from within medium to large companies across Europe. Users include the top names in the IT and Telecoms arena.

Senior IT Contacts	Count	Senior Business Contacts	Count
Senior IT Executive	146,503	CEO/Managing Director	207,429
Computer Operations Manager	21,054	Senior Financial Executive	150,371
Network/Security Manager	21,773	Purchasing Manager	68,351
Non-PC Systems Manager	11,285	Human Resources Manager	100,337
PC Manager	26,002	Senior Sales Executive	70,001
Software/Applications Manager	7,562	Senior Marketing Executive	58,967
Telecommunications Manager	12,326	Senior Customer Services	26,962

### Geographical:

Country	Sites	IT contacts	Country	Sites	IT contacts
Austria	8804	17968	Luxembourg	954	1271
Belgium	11598	14901	Netherlands	22431	21425
Czech Republic	5874	5769	Norway	4480	4493
Denmark	4584	4854	Poland	4898	3632
Finland	4142	4205	Portugal	2795	4029
France	31073	37322	Slovakia	1901	1600
Germany	29683	33165	Spain	12788	15733
Hungary	4150	3394	Sweden	6036	6326
Ireland	2649	1748	Switzerland	8878	19294
Italy	16033	24211	United Kingdom	43208	36318



### Rental Costs

CI FOCUS	Cost per 1,000 records
Mailing File	£300 / m
Telemarketing File (single use)	£550 /m
Telemarketing File (multi use)	£880 /m
Technology Marketing File (multi use)	£880 /m + £100/m per IT field below

### Site Profile Selections

Econographics	Equipment
Company / Site Employees	Number of PC's
Number of Sites	Number of Portable PC's
Turnover	Desktops
Industry (SIC / NAICS)	Servers
Mobile Employees	Printers
IT Employees	Extensions
IT Developers	Routers

### Technology Selections

Software	Hardware	Networking
Application Server Software	Server	Switch
Business Intelligence Software	Desktop PC	Router
CRM Software	Laptop PCs	VPN
Document Management Software	Workstation	ISP
ERP Suite	Network Printer	Network Service
Human Resources Software	High Volume Printer	Internet Users
Supply Chain Software	Copier	Wireless Users
Web Service Software	UPS	Network Lines
Data Warehouse Software	Workstations	
Software as a Service	IBM Midranges	<b>Telecoms</b>
Email Messaging	UNIX/RISC Servers	Phone Systems
OPERATING SYSTEM	IBM/PCMs	Extensions
DBMS		Cellular Provider
Accounting Software	<b>Storage</b>	Call Centre
Development Language	DAS	
Anti-Virus Software	SAN	
Enterprise Management Software	NAS	
Storage Management Software	Tape Library	